

Rep Order# 8870913 **Ver#** 7 **Status** Revised
EC'd Yes

Traffic Order# 37380

Printed: 10/05/2012 9:06 AM
Last Received: 10/05/2012 8:43 AM
Showing Buylines: All Lines

1 of 7

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

— CONTRACT COMMENT —

BERKLEY FOR SENATE ***** NONDISCRIMINATION ***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK

TOTAL - \$78,575

PLEASE CONFIRM

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Agency C/P1/P2/E
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5886
Salesperson FAX# 202-872-0265

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Agency C/P1/P2/E

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Agency C/P1/P2/E

Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

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4 of

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1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
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Flight Type

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5886
Salesperson Fax# 202-872-2155

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5 of 7

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PHILADELPHIA, PA 19103

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Agency C/P1/P2/E
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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37	SU	600A-630A Buyline Comment: BEWS			:30	\$125.00	09/30-09/30	1	1	1	\$125.00	
38	TU-F	430P-500P Buyline Comment: NEWS			:30	\$940.00	09/25-09/28	2	1	2	\$1,880.00	
39	M	430P-500P Buyline Comment: NEWS			:30	\$1,575.00	10/01-10/01	1	1	1	\$1,575.00	
40	M	800P-90CP Buyline Comment: MOTHER/NEIGHBORS			:30	\$6,500.00	10/01-10/01	1	1	1	\$6,500.00	
41	TU	1000P- 1100P Buyline Comment: VEGAS			:30	\$6,000.00	09/25-09/25	1	1	1	\$6,000.00	
42	W	1000P- 1100P Buyline Comment: CSI			:30	\$5,750.00	09/26-09/26	1	1	1	\$5,750.00	
43	SA	900P- 1000P Buyline Comment: CRIMETIME			:30	\$1,375.00	09/29-09/29	0	0	0	\$0.00	
44	SA	1000P- 1100P Buyline Comment: 48 HOURS			:30	\$2,125.00	09/29-09/29	0	0	0	\$0.00	
45	SU	1000P- 1100P Buyline Comment: MENTALIST			:30	\$5,750.00	09/30-09/30	1	1	1	\$5,750.00	
46	TU-F	600A-70CA Buyline Comment: NEWS			:30	\$750.00	09/25-09/28	2	1	2	\$1,500.00	

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Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	47	SA	1135P-1235A		:30	\$55.00	09/29-09/29	1	1	1	\$55.00	
				Buyline Comment: P PRACTICE								
	48	SA	1235A-135A		:30	\$50.00	09/29-09/29	1	1	1	\$50.00	
				Buyline Comment: DAVINCI								
	49	SA	135A-235A		:30	\$30.00	09/29-09/29	1	1	1	\$30.00	
				Buyline Comment: C SQUAD								
	50	W	1000A-1100A		:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
	51	SA	930A-1200P		:30	\$300.00	09/29-09/29	1	1	1	\$300.00	
				Buyline Comment: ACC FOOTBALL								
	52	F	400A-459A		:30	\$40.00	09/28-09/28	1	1	1	\$40.00	
				Buyline Comment: NEWS								
	53	SA	135A-235A		:30	\$30.00	09/29-09/29	1	1	1	\$30.00	
				Buyline Comment: COLD SQUAD								

—REPORT TOTALS—

Report Totals: 76 / \$78,575.00

—SALES MONTHLY TOTALS—

Sep 12: 49 / \$56,195.00

Oct 12: 27 / \$22,380.00

Sales Totals: 76 / \$78,575.00

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Fax#

Station Totals: 76 / \$78,575.00
Lines not sent/rclld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$261,917	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

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